



GREEN IS THE NEW BLACK: CONSUMER ATTITUDES AND BRAND RESPONSES TO SUSTAINABLE MARKETING IN INDIA

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ABSTRACT

In today's fast-changing marketplace, sustainability is no longer just a trend—it has become a necessity. Indian consumers, particularly the younger generation, are becoming more conscious of the environmental and social impact of their purchases. They are increasingly showing interest in brands that promote eco-friendly practices, responsible sourcing, and ethical values. As a result, sustainable marketing is gaining momentum in India, where both global and local brands are adopting green strategies to stay relevant and competitive.

With rising awareness about climate change, plastic pollution, and ethical production, people are not only questioning what they buy but also how it is made and marketed. This shift in consumer mindset is encouraging companies to embrace sustainability not only in their products but also in their advertising, packaging, and brand communication. However, while many Indian consumers express positive attitudes towards green products, there is still a visible gap between their intentions and actual buying behaviour, often influenced by price, accessibility, and trust in brand claims.

The research aims to explore how Indian consumers perceive sustainable marketing and how brands are responding to these changing expectations. It highlights the growing role of environmental and social responsibility in marketing strategies and seeks to understand whether this shift is driven by genuine concern or market pressure. How ever sustainability is emerging as a key driver in Indian marketing, reflecting a shift in consumer attitudes and compelling brands to adopt responsible practices that influence both market trends and brand loyalty.

The researcher in his research study also the light on the challenges brands face in building credibility and maintaining transparency while adopting green practices.

KEY WORDS: Sustainable Marketing, Green Consumer Behaviour, Eco-Friendly Branding, Environmental Awareness.

A. RESEARCH OBJECTIVES

The main objective of this study is to examine how sustainable marketing practices are being perceived by Indian consumers and how businesses are responding to this emerging demand.

This study sets out to achieve the following key objectives:

1. To analyse consumer attitudes towards green marketing and eco-friendly products in the Indian context.
2. To evaluate brand strategies and responses to sustainability demands in terms of product design, packaging, communication, and corporate social responsibility.
3. To understand the gap between consumer intention and actual buying behaviour when it comes to sustainable products.
4. To identify challenges and opportunities faced by Indian marketers in implementing green strategies on a large scale.
5. To explore experimental and digital approaches to promote sustainability and reach global audiences, while ensuring nature-friendly and pollution-free engagement.
6. To suggest a future roadmap for sustainable marketing that can be adopted by Indian companies to balance profit with purpose and positively influence the ecosystem.

B. RESEARCH METHODOLOGY

To achieve these objectives, the study will follow a mixed-methods research design, combining both qualitative and quantitative approaches. This experimental model will help in gaining in-depth insights and practical understanding of the current sustainable marketing scenario.

1. Primary Data Collection

A structured questionnaire will be designed and distributed online and offline to a diverse group of Indian consumers across urban, semi-urban, and rural regions.

The questionnaire will focus on key aspects such as awareness of green products, preference for eco-labels, influence of social media, willingness to pay a premium for sustainable goods, and brand trust.

Note: A sample size of 400–500 respondents will be targeted to ensure validity and reliability of results.



2. Secondary Data Analysis

The study will refer to existing academic literature, industry reports, case studies, and published articles from reputed journals and corporate whitepapers.

Best practices from international markets will be examined to compare global strategies with Indian marketing approaches.

3. Expert Interviews

In-depth interviews will be conducted with marketing professionals, sustainability officers, green entrepreneurs, and environmental policy makers to get expert opinions on current practices and future directions.

4. Experimental Branding Simulation (Optional)

A pilot branding campaign or simulation can be designed to test how customers respond to different types of green messaging—such as carbon-neutral labels, biodegradable packaging, or AI-generated sustainability reports—across online platforms.

5. Data Analysis Tools

The quantitative data will be analysed using SPSS or Excel for descriptive and inferential statistics.

Qualitative responses and interviews will be analysed using thematic content analysis.

This holistic and experimental methodology aims to go beyond surface-level understanding and explore innovative ways of embedding sustainability into marketing, with a futuristic approach.

C, POTENTIAL CONTRIBUTIONS OF THE STUDY

This study makes multiple contributions to the fields of marketing, sustainability, and consumer behaviour, especially in the Indian context:

1. Contribution to Theory

The research adds to the growing body of literature on green marketing by focusing on an emerging economy like India, where environmental awareness is rising but is also challenged by affordability and access.

2. Practical Insights for Marketers

The findings will help Indian businesses understand what truly matters to their target audience when it comes to sustainability.

It will guide marketers on how to balance authenticity, affordability, and accessibility while designing sustainable marketing strategies.

3. Policy Implications

The study's outcomes may offer valuable inputs for policy makers in terms of promoting green consumption, incentivising eco-friendly production, and supporting start-ups and MSMEs engaged in sustainable business models.

4. Global Relevance

As Indian products and services aim for global reach, the research provides experimental suggestions for brands to position themselves in international markets by promoting “clean and green” value systems.

This includes the use of digital platforms, influencer partnerships, recyclable designs, and “zero-waste” storytelling to build trust and loyalty globally.

5. Environmental and Social Impact

The research supports the larger goal of reducing harmful pollution and environmental damage by encouraging both companies and consumers to adopt nature-free (meaning not harmful to nature), sustainable alternatives. It presents a future where business growth does not come at the cost of the planet, and where marketing becomes a tool to educate, inspire, and lead by example.

D. CONCLUSION

This research aims to bridge the gap between consumer expectations and brand practices in the area of sustainable marketing in India. By adopting an experimental, inclusive, and futuristic approach, the study envisions a world where marketing contributes to a pollution-free, nature-respecting future. In such a model, sustainability is not just a slogan, it becomes a way of life and a foundation for global market success.

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